

Figure 3

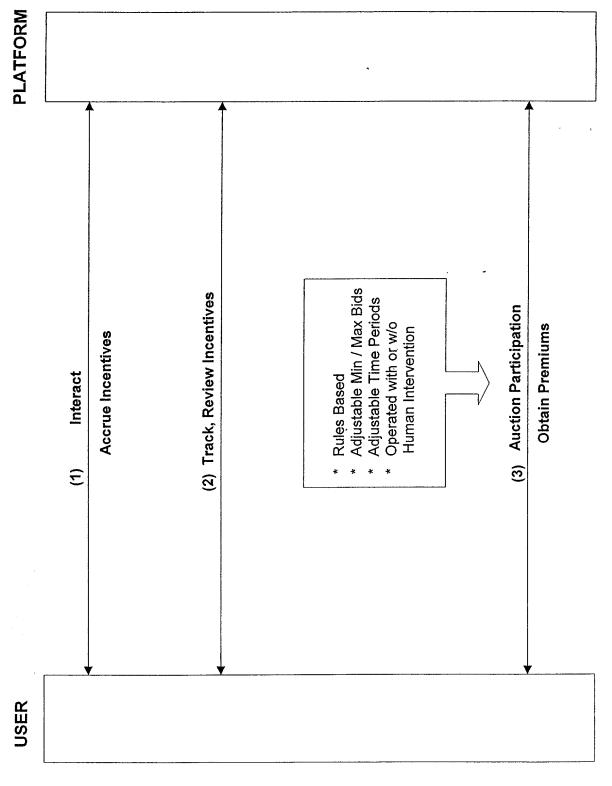


Figure 4

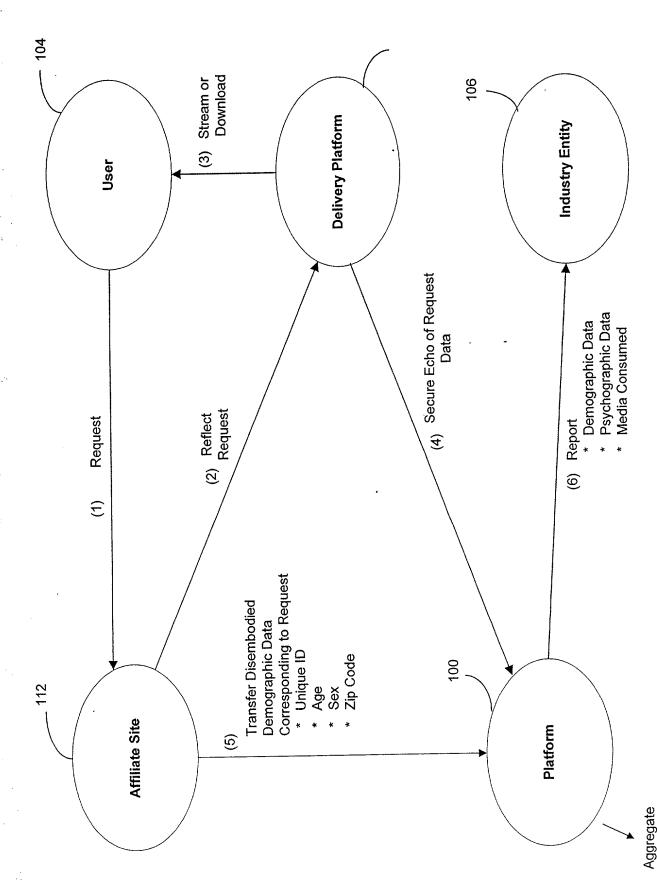


Figure 5

Aggregate
* Request Data
* Corresponding Disembodied Demographic Data

Fig. 6

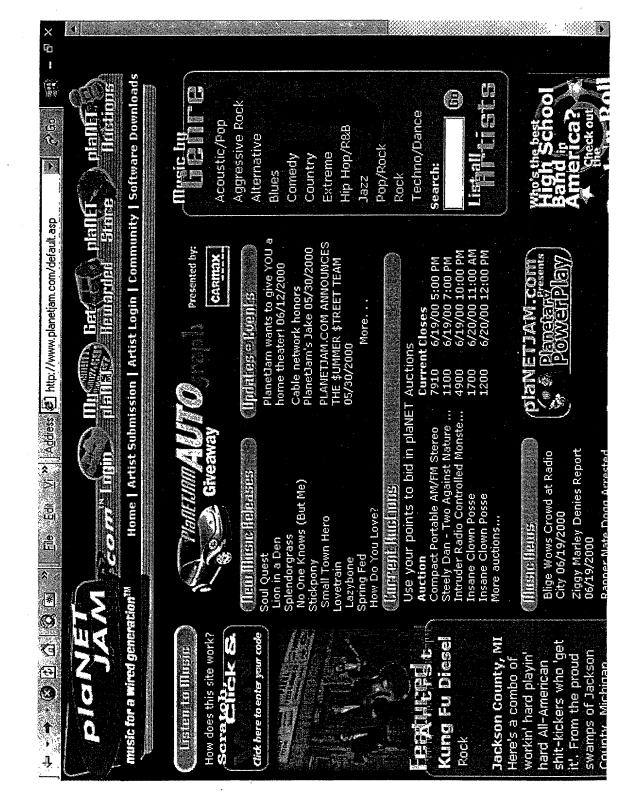


Fig. 7(A)

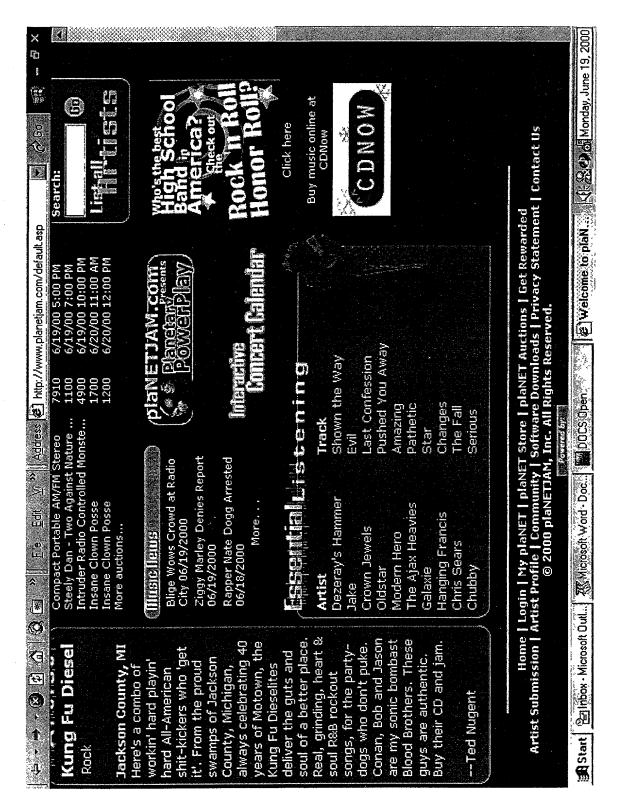


Fig. 7(B)

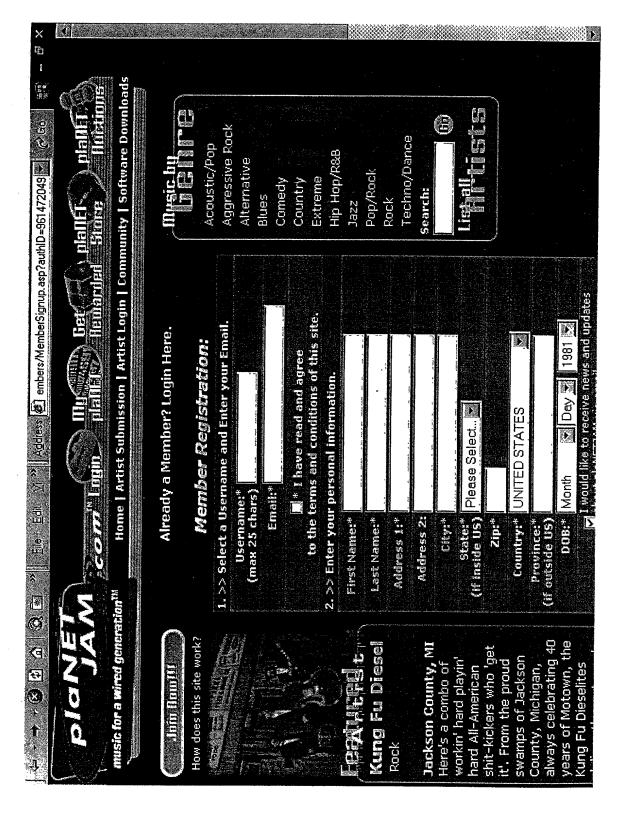


Fig. 8(A)

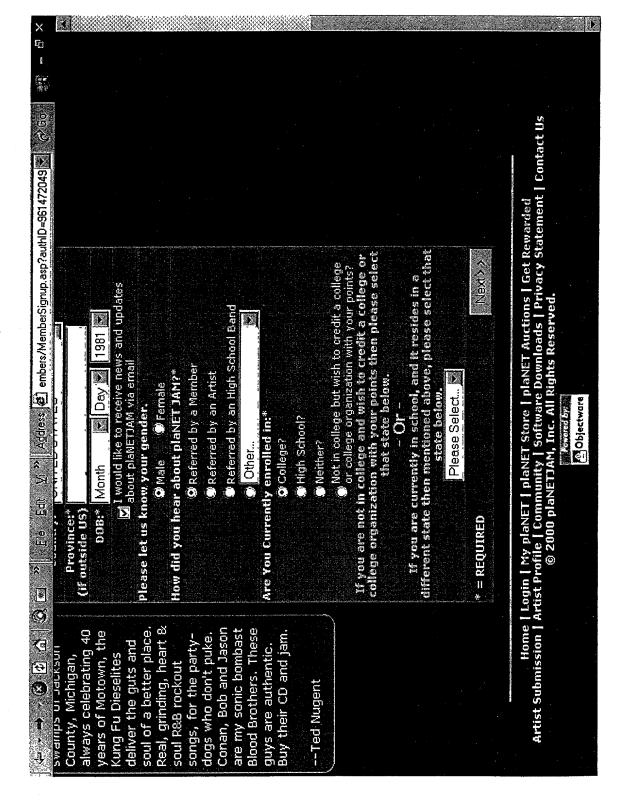


Fig. 8(B)

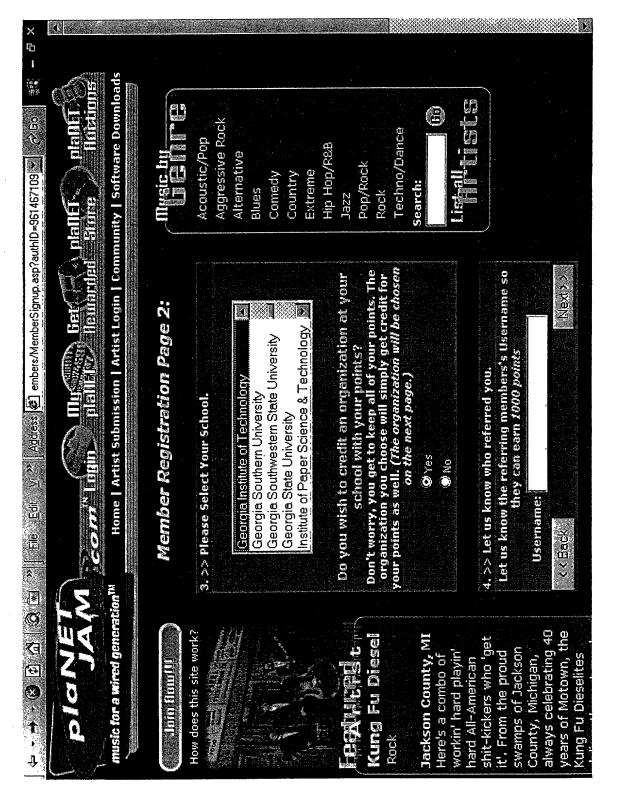


Fig. 9(A)

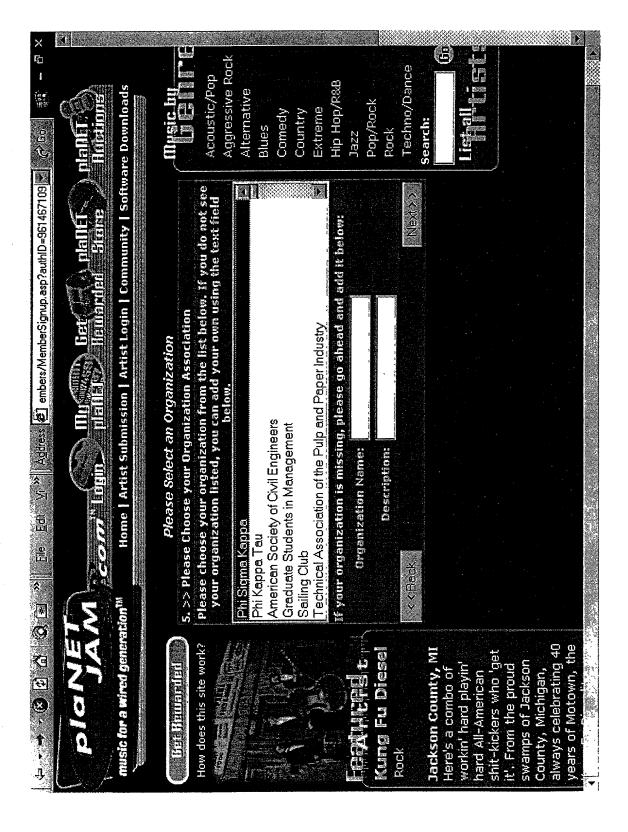


Fig. 9(B)

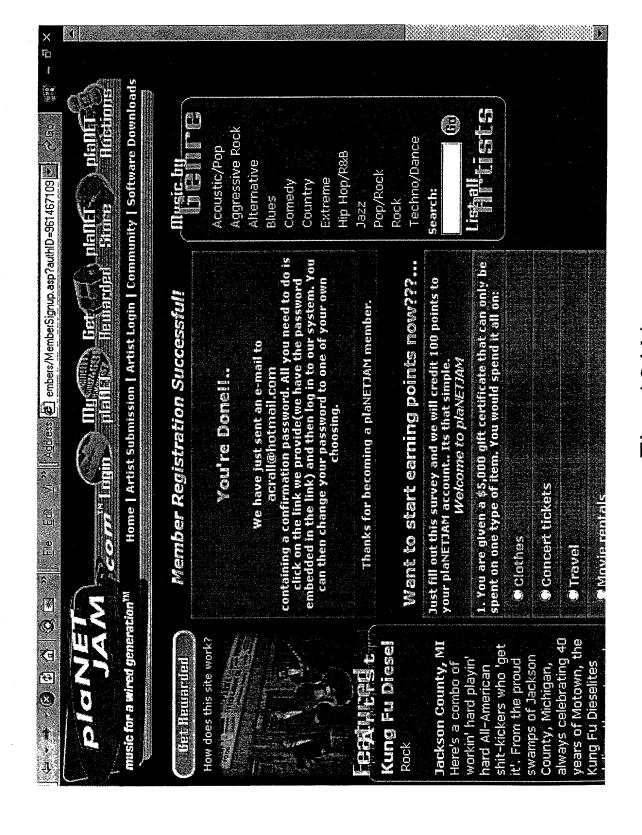


Fig. 10(A)

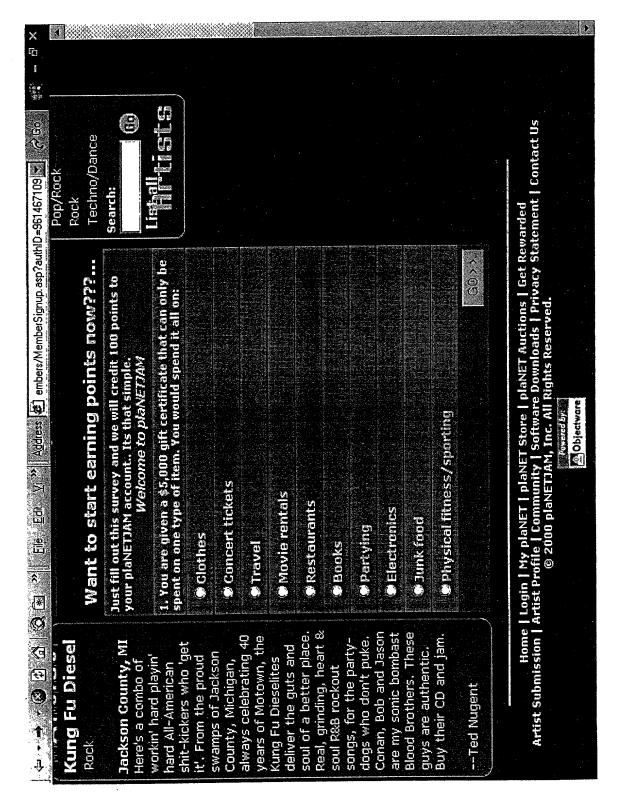


Fig. 10(B)

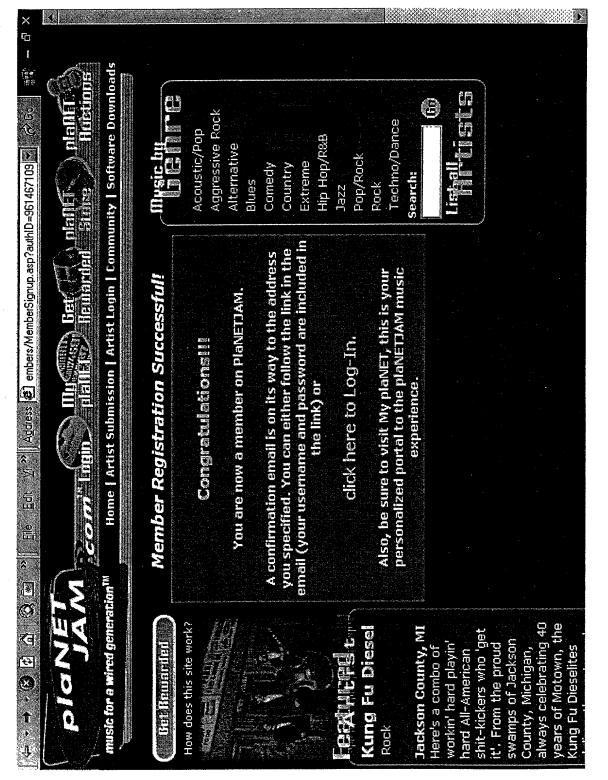


Fig. 11

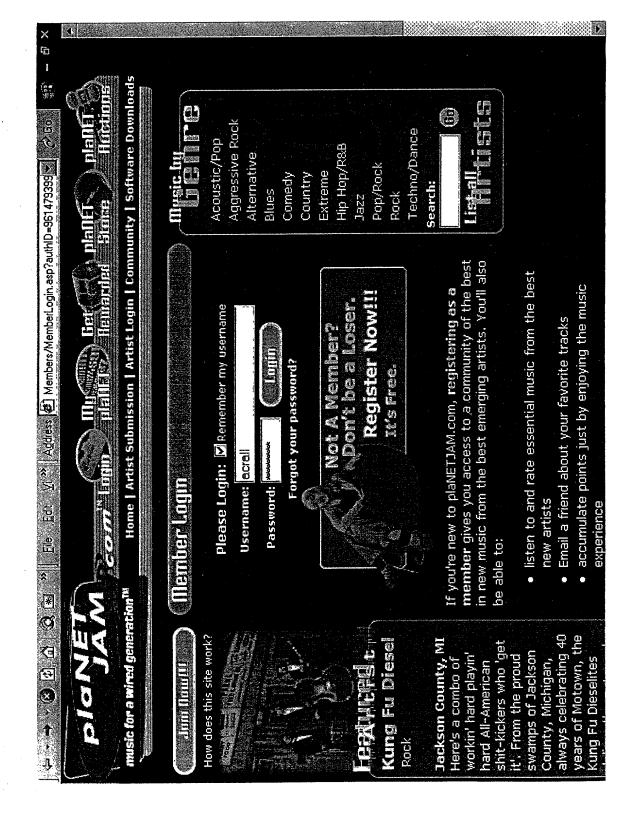


Fig. 12(A)

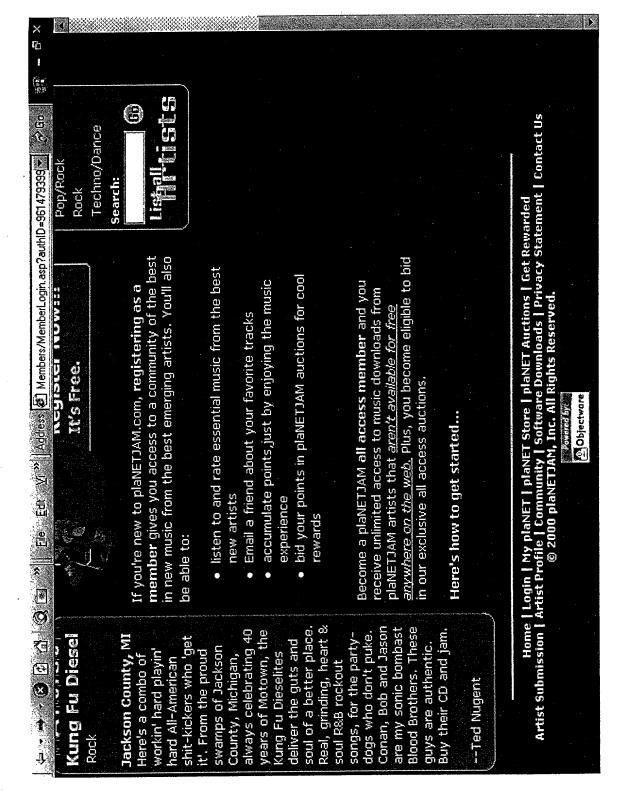


Fig. 12(B)

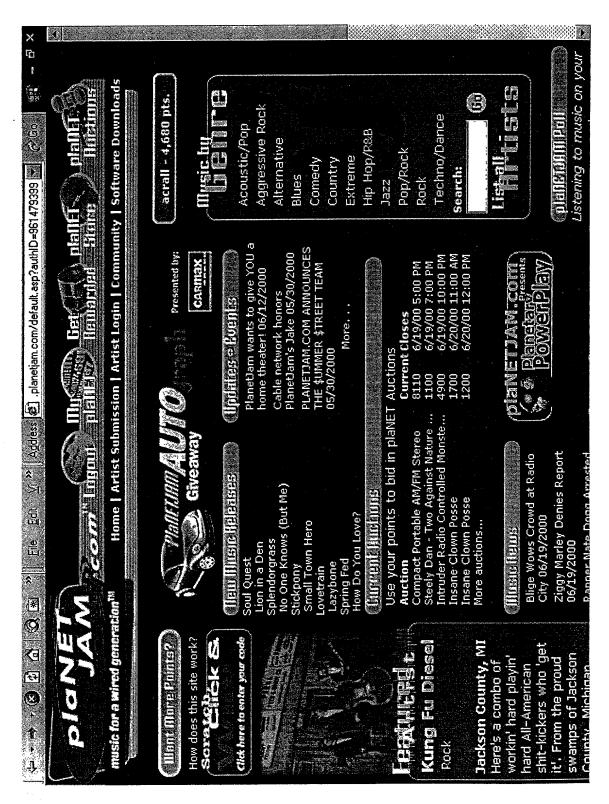


Fig. 13(A)



Fig. 13(B)

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Fig. 14(A)

Points Assignment Key Action Action

Fig. 14(B)

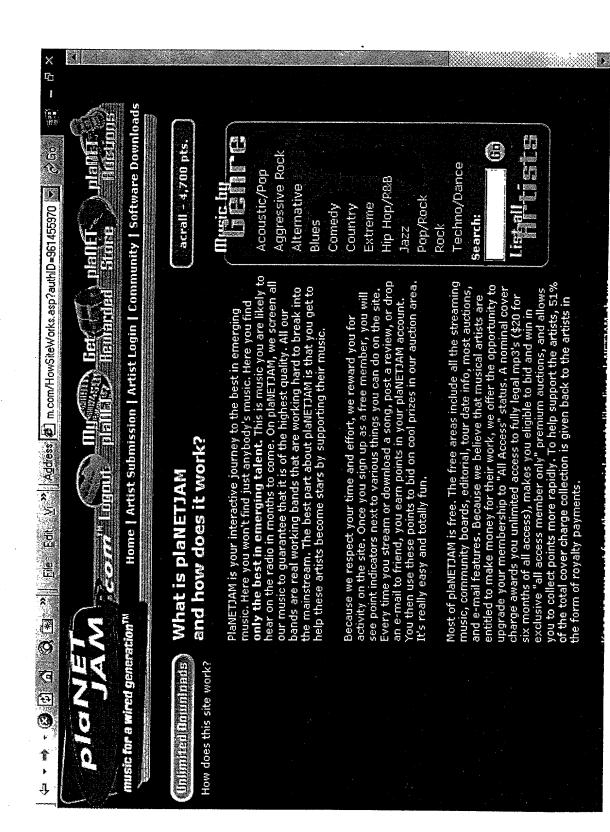


Fig. 15(A)

O BA033 AUDI DVICED INDER Home | Logout | My plaNET | plaNET Store | plaNET Auctions | Get Rewarded Artist Submission | Artist Profile | Community | Software Downloads | Privacy Statement | Contact Us @ 2000 plaNETJAM, Inc. All Rights Reserved. Techno/Dance Hip Hop/R&B Alternative Eile Edit Vi Maddress 🗗 m.com/HowSiteWorks.asp?authID=961455970 🗷 Pop/Rock Extreme Camedy Country Blues Search: J322 Most of plaNETJAM is free. The free areas include all the streaming music, community boards, editorial, tour date info, most auctions, and e-mail features. Because we believe that musical artists are entitled to make money for their work, we offer the opportunity to upgrade your membership to "All Access" status, A nominal cover charge awards you unlimited access to fully legal mp3's (\$20 for six months of all access), makes you eligible to bid and win in exclusive "all access member only" premium auctions, and allows you to collect points more rapidly. To help support the artists, 51% of the total cover charge collection is given back to the artists in the form of royalty payments. Every time you stream or download a song, post a review, or drop an e-mail to friend, you earn points in your plaNETJAM account. You then use these points to bid on cool prizes in our auction area. It's really easy and totally fun. Keep an eye out for other special events like live plaNETJAM shows our music to guarantee that it is of the highest quality. All our bands are real working bands that are working hard to break into the mainstream. The best part about plaNETJAM is that you get to help these artists become stars by supporting their music. Because we respect your time and effort, we reward you for activity on the site. Once you sign up as a free member, you will see point indicators next to various things you can do on the site. Thanks for visiting plaNETJAM and we hope you enjoy your music Click here to sign up as a free member and start earning points Objectware in your town. experiencel right away. ~ ₩ र । । । । J

Fig. 15(B)

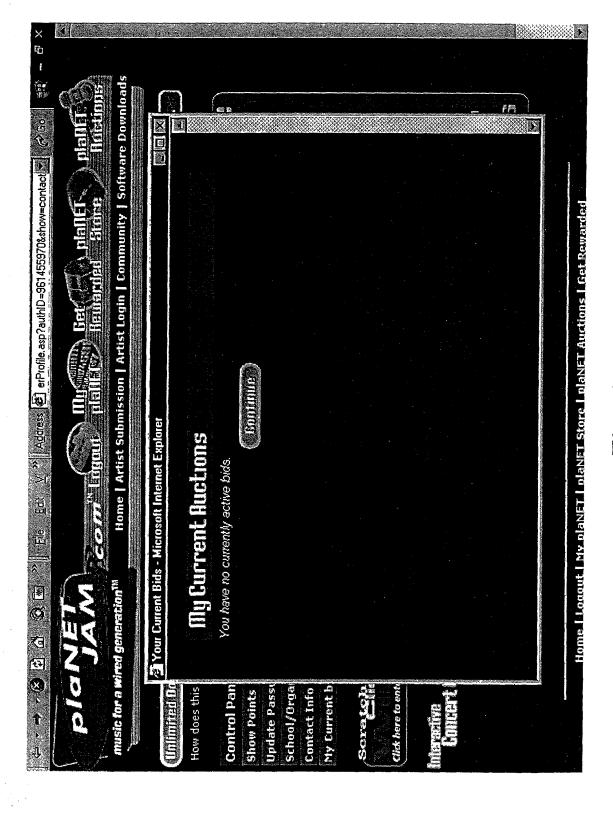


Fig. 16

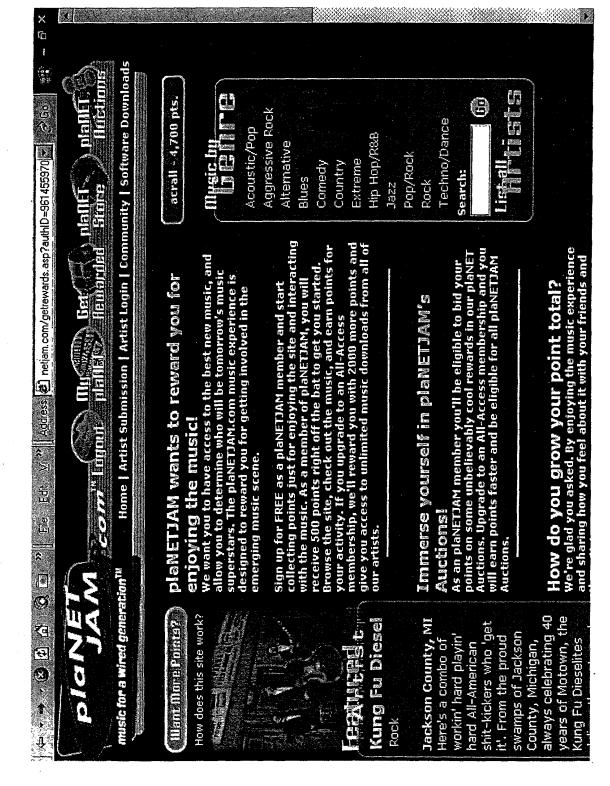


Fig. 17(A)

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We're glad you asked. By enjoying the music experience and sharing how you feel about it with your friends and the artists.	For examplelisten to Cornbread's track "Angels in the Southland" and get 50 points added to your personal account. E-mail a friend and let them know about the song and get 100 more points. Rate the track and you've got 50 more. Download the track as an all access member and we'll give you 500 points.	It's that easy! Here's all the ways you can collect plaNETJAM points:	Points Assignment Key	Action	<u>.</u>	Rate and Rank Columbia Demo	Download an MP3	Upload gallery	photo	Logon to planETJAN Rate a Track	Refer an All Access	Refer a Member	Register with planETJAM	Review a Track	Scratch-Off Ticket	Stream a Track	Take a Survey	Terms
years of Motown, the Kung Fu Dieselites deliver the guts and tables soul of a better nlace			Ted Nugent															

Fig. 17(B)



Fig. 18(A)

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Fig. 18(B)

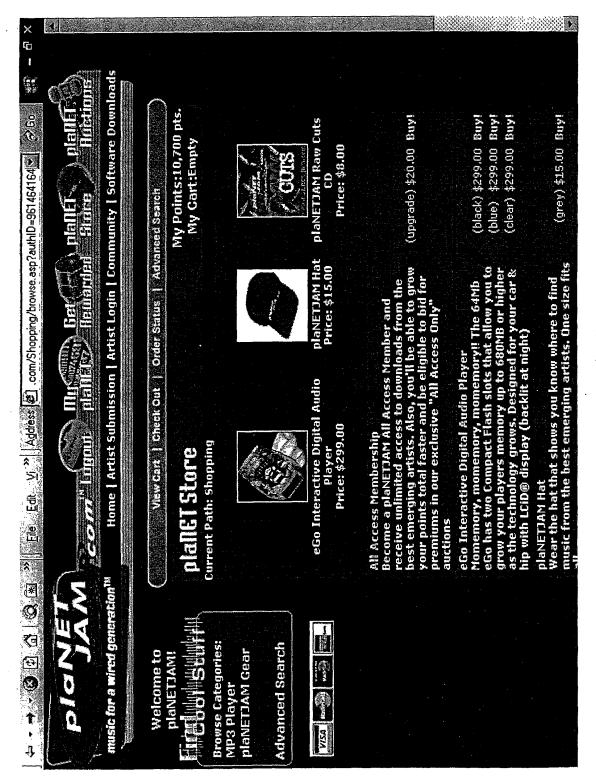


Fig. 19(A)

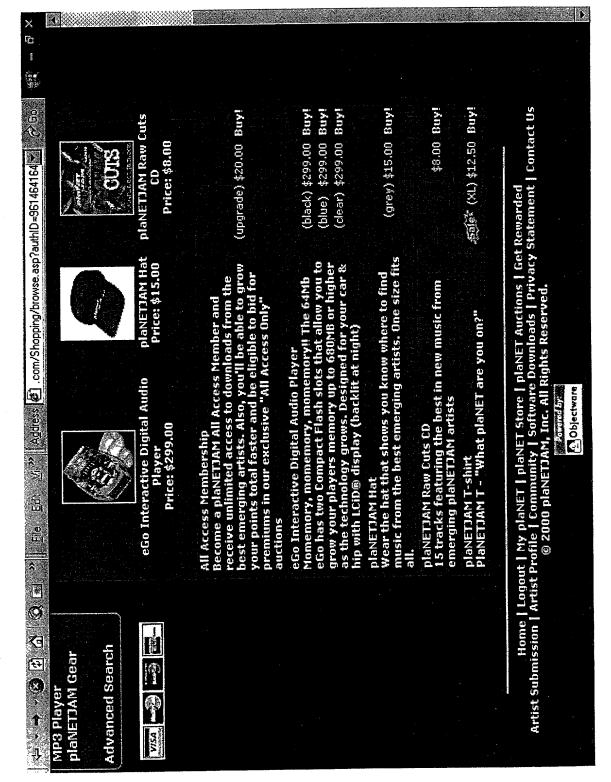


Fig. 19(B)

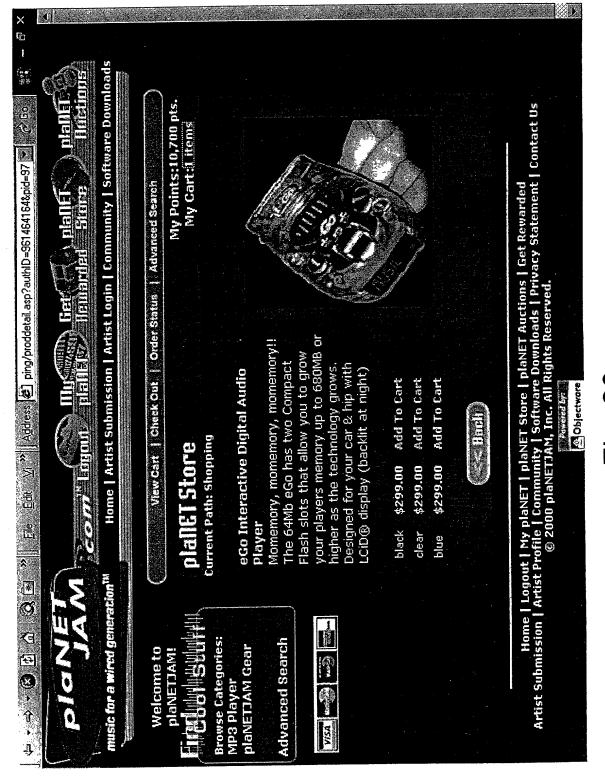


Fig. 20

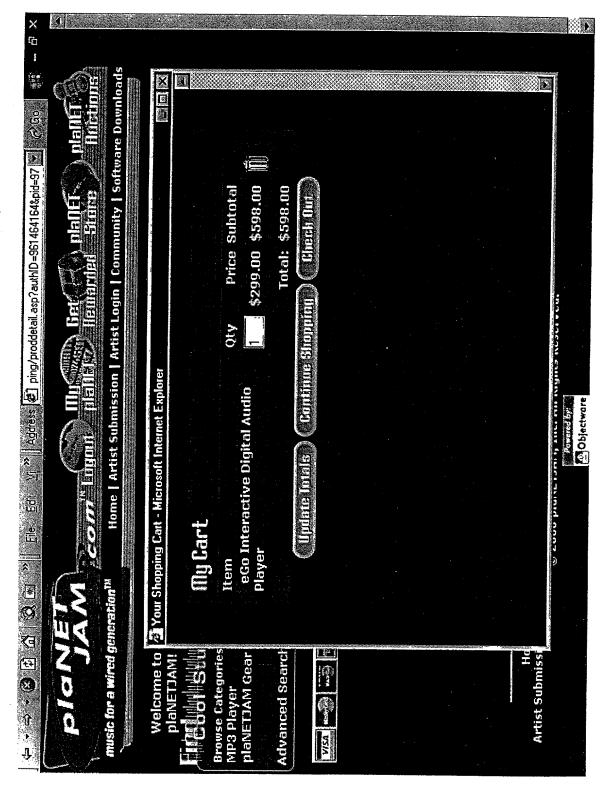


Fig. 21

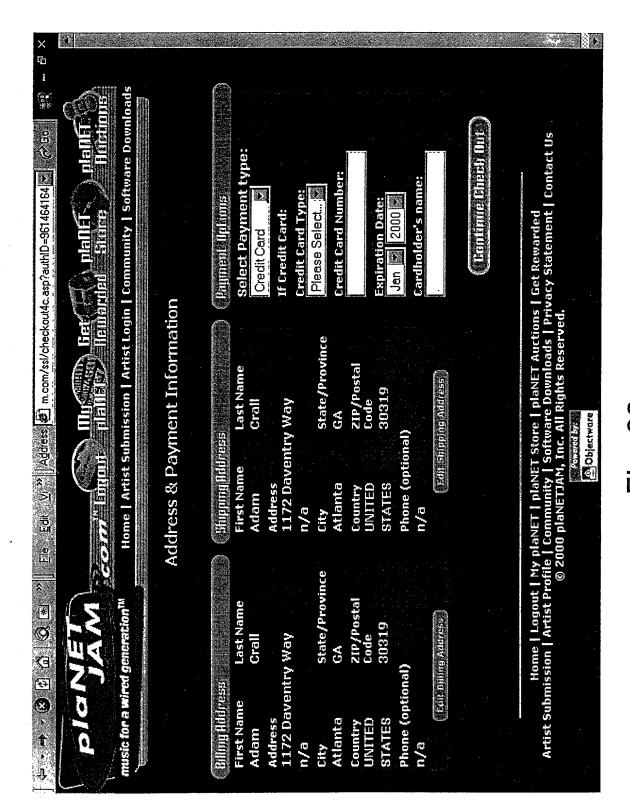


Fig. 22

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Compact Portable AM/...
Steely Dan - Two Aga...
Intruder Radio Contr...
Insane Clown Posse
Insane Clown Posse Auction FAQ's Current Categories: Welcome to plaNETJAM Gear **plaNETJAM!** Advanced Search Promotions Electronics Lifestyle Music

Fig. 24(A)

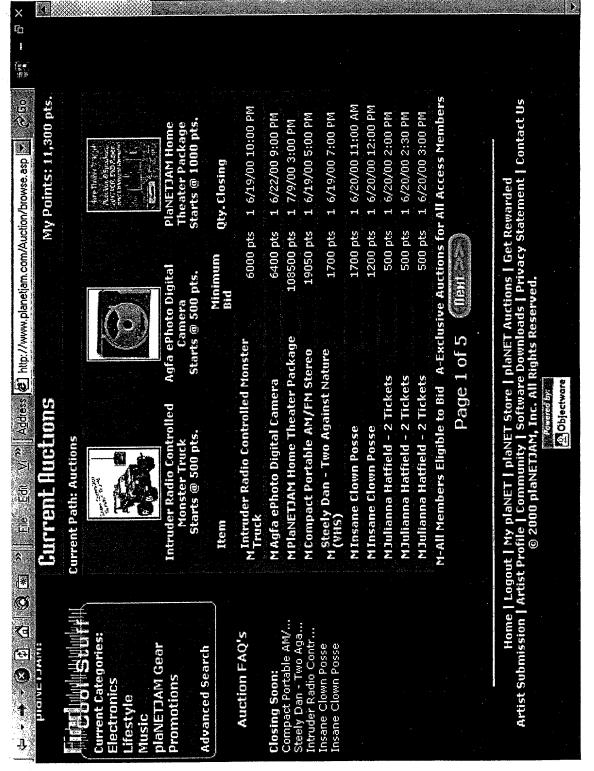


Fig. 24(B)

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Fig. 25(A)

Home | Logout | My plaNET | plaNET Store | plaNET Auctions | Get Rewarded Artist Submission | Artist Profile | Community | Software Downloads | Privacy Statement | Contact Us © 2000 plaNETJAM, Inc. All Rights Reserved. access members are eligible to bid. If an auction is designated with open if there is active bidding. This allows everyone who wishes to creates a fair experience for everyone who wishes to participate in active bids for a set time. Overtime is very much like an auctioneer Simply choose an auction you are interested in bidding on. Be sure the auction rather than the person who sneaks in a bid at the last the points you have collected. Enter a bid between the "minimum" ※ | Elle Edit 近い | Address 包 tam.com/Auction/faqs.asp?authID=961464164 💌 By interacting with the music, artist, and content on the site. Get all the details on collecting points and check out the points terms you will be prompted to collect more points before the bid can be button. If you do not have enough points to place a minimum bid, an"A", only all access members are eligible to bid in the exclusive that you are logged in to plaNETJAM so that you have access to When an auction reaches its closing time, the auction will remain place a bid to do so. The auction will continue until there are no If an auction is designated with an "M", all members including all yelling going...going...gone at the end of a traditional auction. It auction. PlaNETJAM ships the good directly to you at no cost. and "maximum" bid increment. Then simply hit the "place bid" You will receive your prize 4-6 weeks from the closing of the What are the "M" and "A" beside each auction? I just won an auction...how do I get my prize? minute winning with no one else being able to bid. and conditions for complete rules. Objectware How do I place a bid? What is overtime? accepted. auction 4. 5 6. 3 Closing Soon: Compact Portable AM/... Steely Dan - Two Aga... Intruder Radio Contr... Insane Clown Posse Auction FAQ's Insane Clown Posse olaNETJAM Gear Advanced Search Promotions

Fig. 25(B)

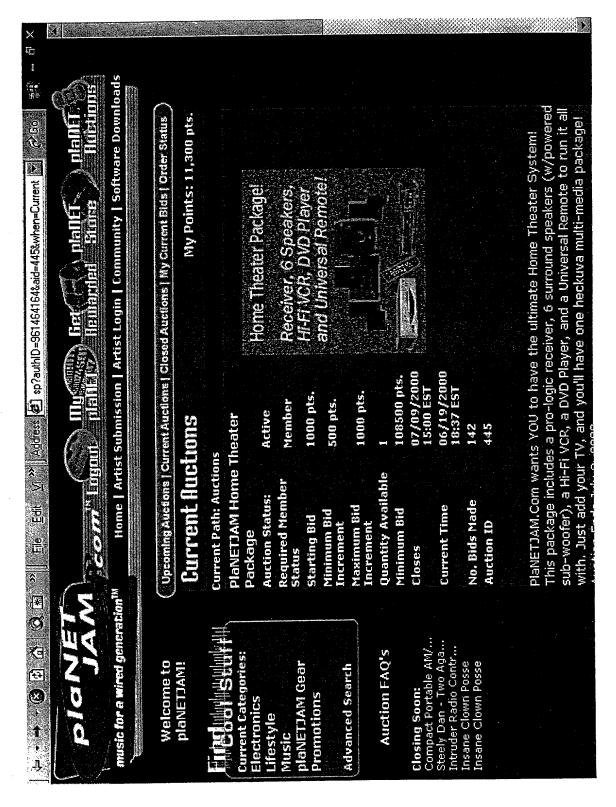


Fig. 26(A)

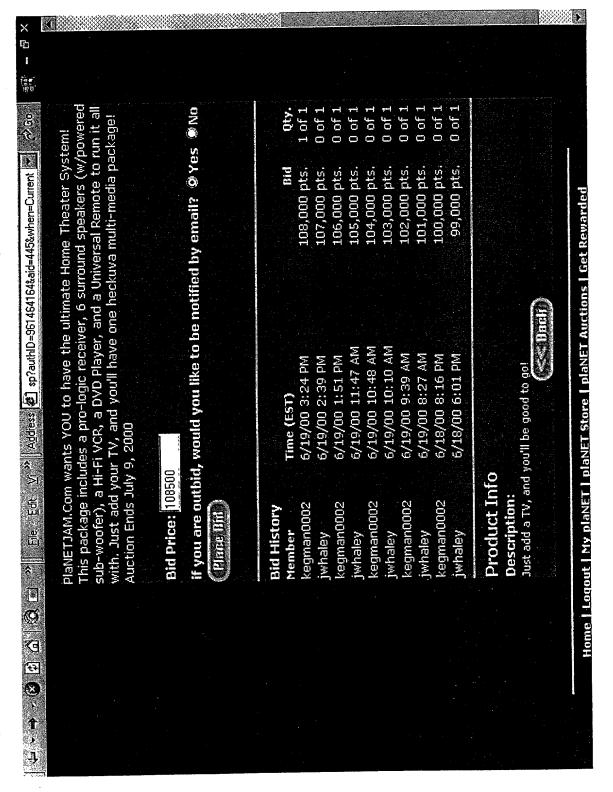


Fig. 26(B)

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Fig. 27



Fig. 28

O Home | Artist Submission | Artist Login | Community | Software Downloads 88 رم 50 acrall - 11,300 pts. Aggressive Rock Techno/Dance Music by Acoustic/Pop Hip Hop/R&B Alternative 는 - 🛨 수 🍪 한 급 🙆 🚷 📹 🎢 🖺 Ēlie - Ēdit - Yi 🤊 | A<u>d</u>drēss 🔁 Artists/ArtistSubmission. asp?authID=961464164 💌 Pop/Rock Extreme Comedy Country Search: Blues Jazz -Rock .com" Ligant plaNEL Remarded Stars include on the web site to promote your band, so be To electronically submit lyrics, please e-mail them to Submitting your music is easy as 1-2-3. Cover art (be sure the CD's you submit have cover art and include any other pictures, logos, artwork, Two (2) copies of the CD that contains the songs 3) Download, print, and complete the digital distribution agreement. If your submission is accepted, a signed licensing agreement must be on file prior to posting your A press kit with all band info (this is what we will available in the CD jacket) (NOTE: PLANETJAM MUST HAVE LYRIC SHEETS ON FILE BEFORE Typewritten lyric sheets for each song (unless A list of producer, artist, or writer credits (list 1) Submit the Planetjam Artist Profile form online 2) Mail a packet containing the following to POSTING A TRACK ON THE SITE) anybody you wish to thank) you want us to distribute as complete as possible) lyrics@planetjam.com Planetjam.com Inc.: etc.) music for a wired generationTM vears of Motown, the always celebrating 40 Jackson County, MI Kung Fu Diesel shit-kickers who 'qet deliver the guts and workin' hard playin' swamps of Jackson Welcome to it'. From the proud Kung Fu Dieselites plaNETJAM! Here's a combo of hard All-American County, Michigan,

Fig. 29(A)

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Fig. 29(B)

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Fig. 29(C)

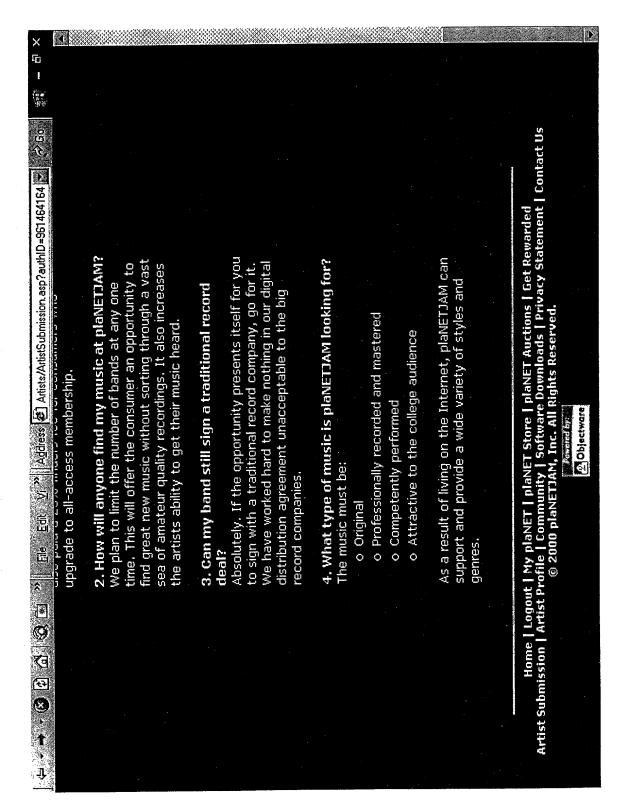


Fig. 29(D)

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Fig. 30(A)

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🍳 🗷 🎾 Elle Edit 💅 🎢		How many shows do you play in an average month?	What is the size of your current mailing list?	is your "primary market"?	What three cities do you play ently in your primary market?		Please list venues that you play regularly: (Venue Name, City, and Capacity)		Which of the following NACA showcases have you played?	140		3
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Fig. 30(B)

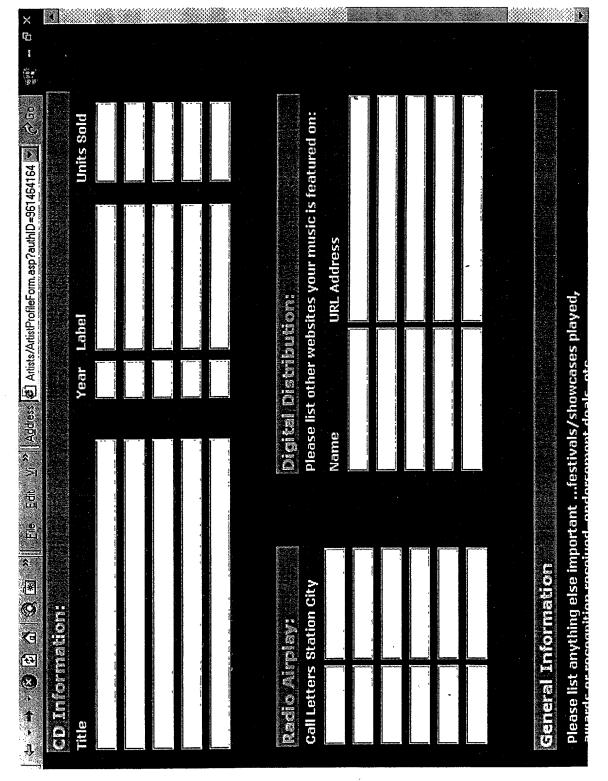


Fig. 30(C)

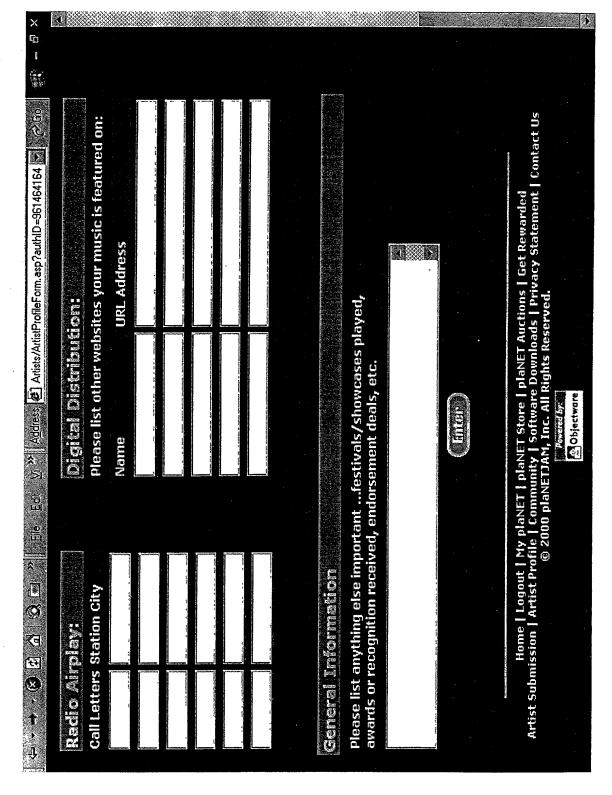


Fig. 30(D)

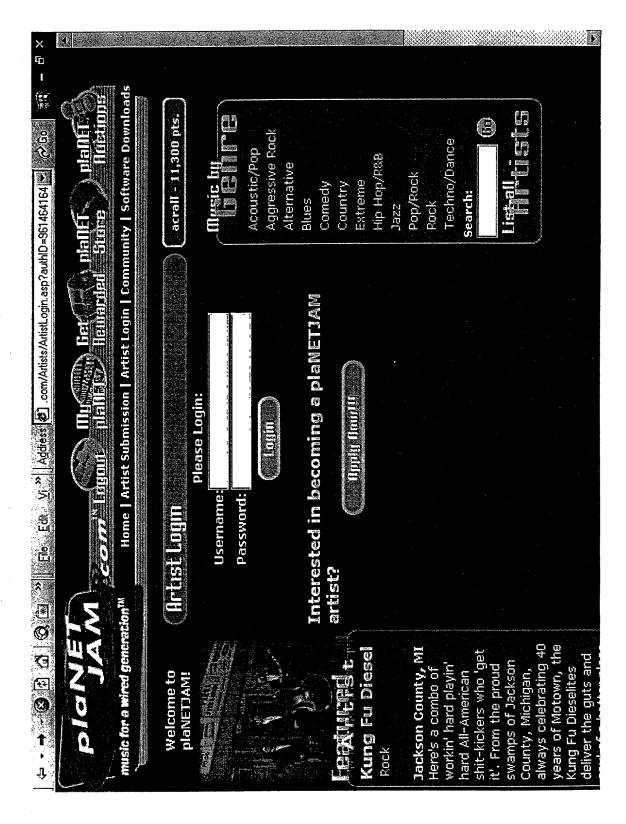


Fig. 37

Home | Artist Submission | Artist Login | Community | Software Downloads) plantr Music by 는 💛 🤝 🗗 🐧 🐧 🛣 🎾 | Eile Edik ⊻ 🎢 | Agdress 🗗 tiam.com/WBWelcome.asp?authID=961464164 💌 ৫ 50 Aggressive Rock Techno/Dance Acoustic/Pop Hip Hop/R&B Alternative Pop/Rock Extreme Comedy Country . com" Ligin | Distarrated Stake Search: Blues Jazz Conferences, seminars, festivals, etc. Ideas, comments and opinions on the Buy/Sell/Trade, Musicians Seeking Musicians, Artist Services, etc. made determine of worse live deless An open forum for all artists Musician's Classified Seen a great live show? Discuss it here. Industry events Music Business music business Artist's Forum elenan) Live Shows Welcome to plaNETJAM's discussion forums. olaNETOHM Community Center What's the good, the bad and the ugly Review and discuss plaNETJAM artists MP3 Hardware & Software Discuss plaNETJAM artists music for a wired generationTM An open forum for all topics PIONEM Welcome to the Member Forum Music Paris Live Music

Fig. 32



Fig. 33

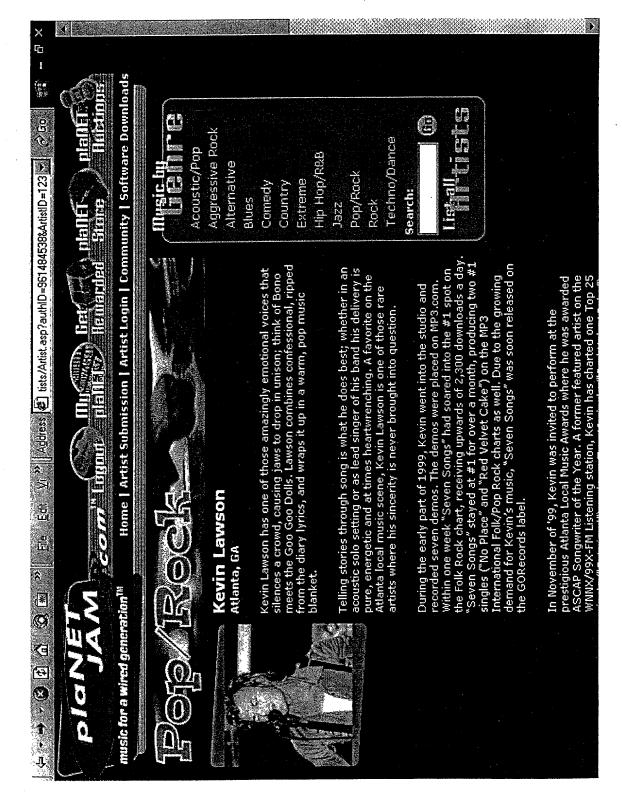


Fig. 34

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11484538&ArtistID=123	irds where he was awarded ormer featured artist on the vin has charted one Top 25 single ("Red VelvetCake") on				00000	
ステチャッパの自己 (本)	prestigious Atlanta Local Music Awards where he was awarded ASCAP Songwriter of the Year. A former featured artist on the WMNX/99X-FM Listening station, Kevin has charted one Top 25 single ("Entwined") and one Top 40 single ("Red VelvetCake") on the 99X MP3 charts.	(E-Mail Band) (E-Mail Friend) (Brons Baller)	acks Seven	May, Shape, or Form (Listen) Current Rating: 3.5 Rate this song: ○○○○○	plaNETJAM EXCLUSIVE Complicated (Listen) Courrent Rating: 3.5 Rate this song: ペッペン	My Love Listen Current Rating: 3.6 Rate this song: 이 이 이 이 이
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Fig. 35(A)

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(Download MP3) Rating: 3.8 Rate this song: 🗬 🗬 🖎 🕼
te ime Venue 8:00:00 PM Eddie's Attic

Fig. 35(B)



Fig. 35(C)

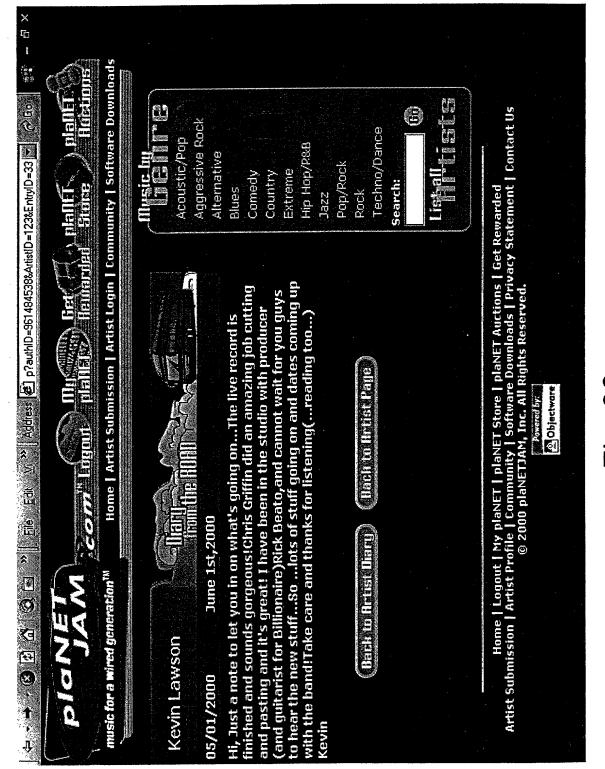


Fig. 36



Fig. 37

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Fig. 38

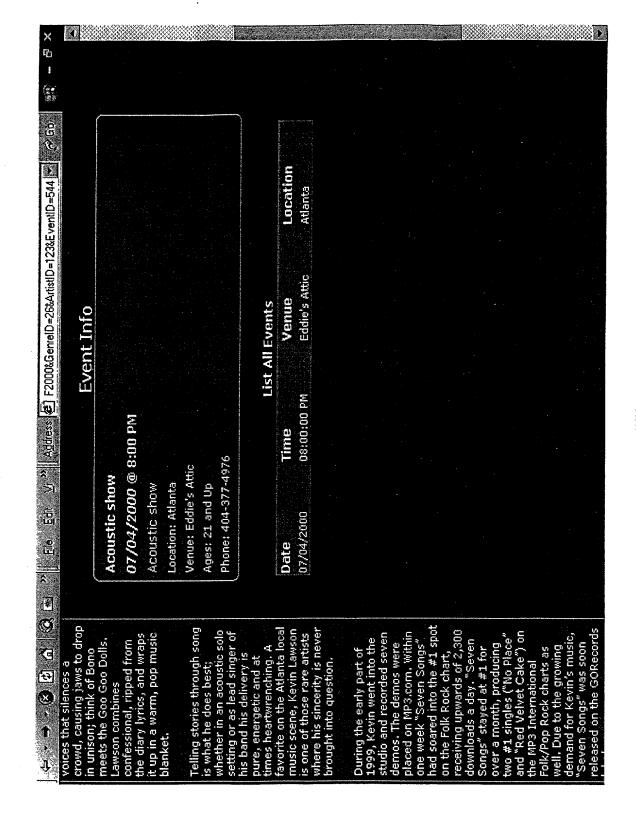


Fig. 39

Community Sof	Location	Los Angeles	Roanoke VA	Raleigh, NC	Toranto	Enfield, NY	Isle of Palms, SC	Roanoke	Atlanta	Bridgeport, CT	Bridgeport, CT	Bridgeport, CT	Mystic
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to pilal siconomics iconomics iconom	n)		9:30 PM	10:00 PM	8:00 PM	9:00 AM	10:30 PM	9:30 PM	8:00 PM	9:00 PM	9:00 PM	9:00 PM	8:00
music for a wired generation TM Home Artist Sul Welcome to plaNETJAM! TENTING	Date Artist	06/19/2000 Kathleen LaGue	06/20/2000 Lazy Sundays	06/21/2000 Dezeray's Hammer	06/21/2000 Brian Rudy		06/22/2000 Karl Shuman and 06/22/2000 New Day Shine	06/22/2000 Lazy Sundays	06/22/2000 Amanda Garrigues	06/22/2000 Annie Minogue	06/22/2000 Annie Minogüe	06/22/2000 Annie Minogue	06/23/2000 the badge

Fig. 40



Fig. 41(A)

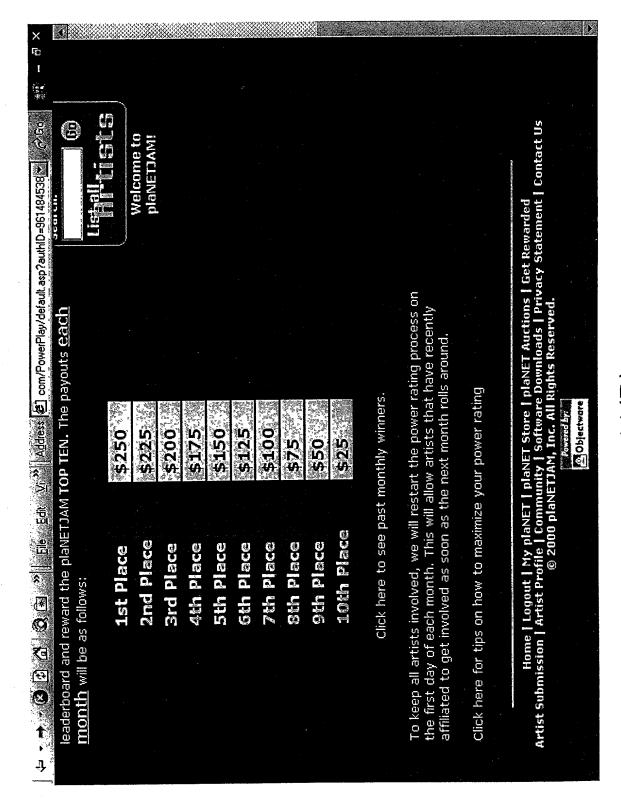


Fig. 41(B)

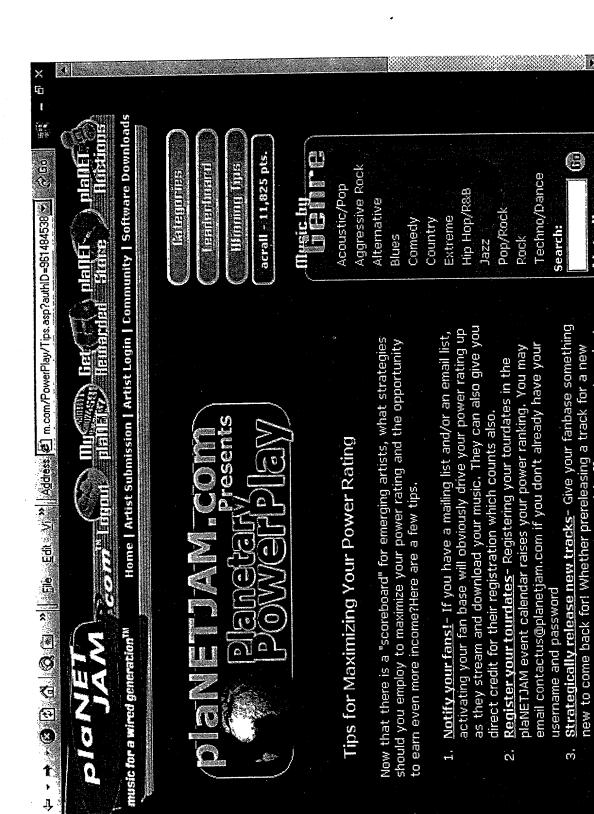


Fig. 42(A)

release or simply licensing more material off your current product

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Fig. 42(B)

Objectware

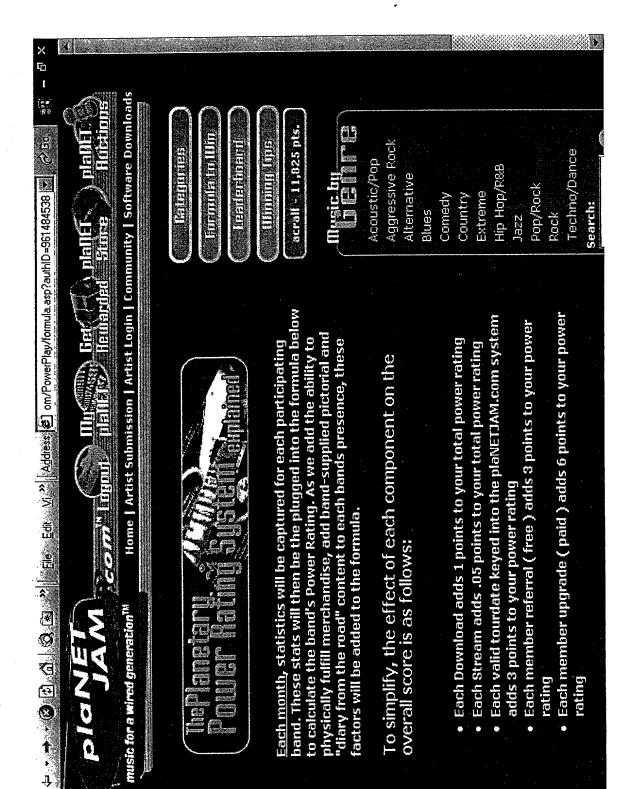


Fig. 43



Fig. 44(A)

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Power Play Category Statistics	TourDates	Karl Shuman and New Day Shine	Lazy Sundays	Brad Bayley Kung Fu Diesel	Dezeray's Hammer	Dave Goodrich	Amanda Garrigues	Brian Rudy	53 Days	Annie Minogue	ris Sears Jeffrey Butts	commur o plane
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Fig. 44(B)

Ele Edit 文本 Address 2 PowerPlay/leaderboard.asp?authID=961484538	Leaderlinerd Umming Tips acrall - 11,825 pts.	Music bu	Aggressive Rock	Blues	Comedy	County	Hip Hop/R&B Jazz	Pop/Rock	Rock	lechno/Dance Searth:	(E)	
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music for			a constante a sui d	H	7	K 9		'n	9		23	0

Fig. 45(A)

Pap/Rock Rock
Techno/Dance
(3)
Welcome to

Fig. 45(B)

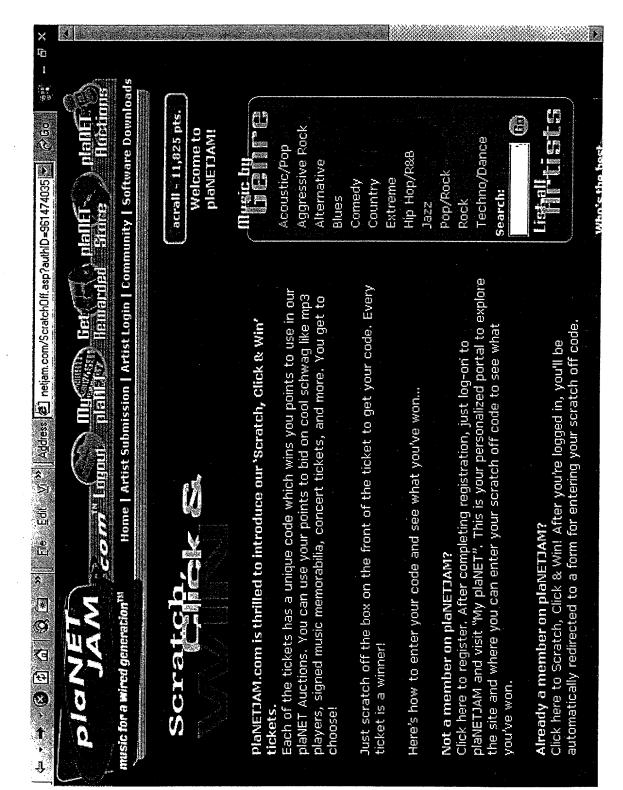


Fig. 46(A)

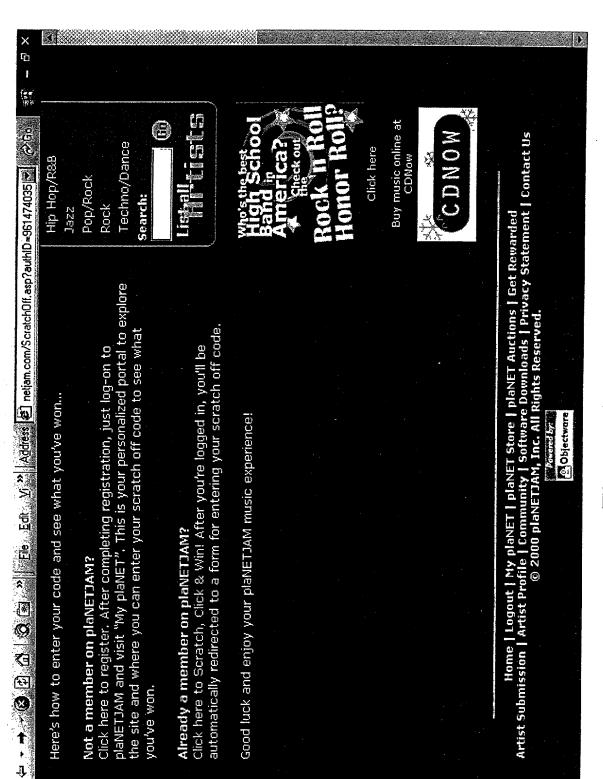


Fig. 46(B)

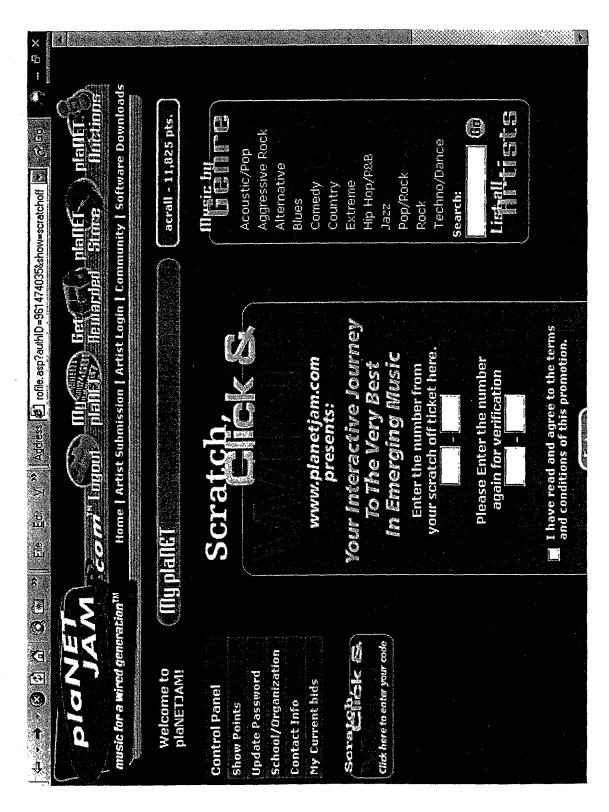


Fig. 47(A)

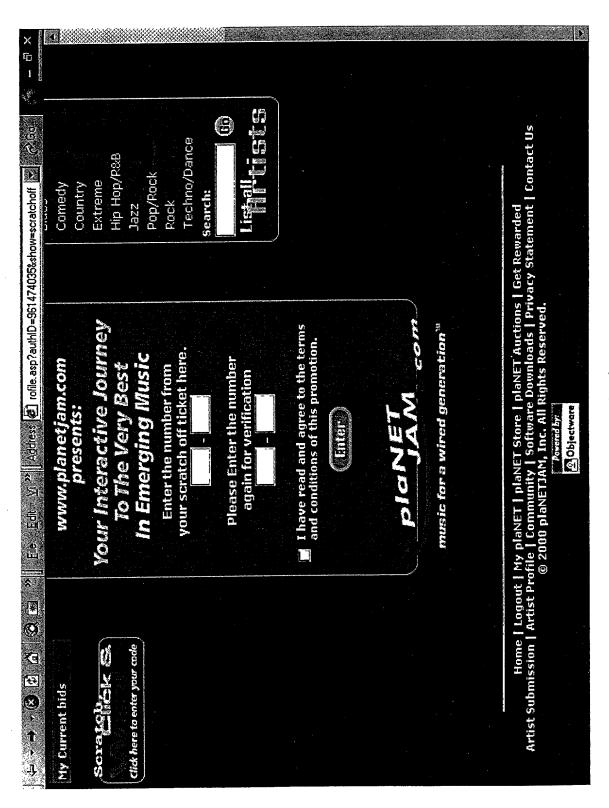


Fig. 47(B)

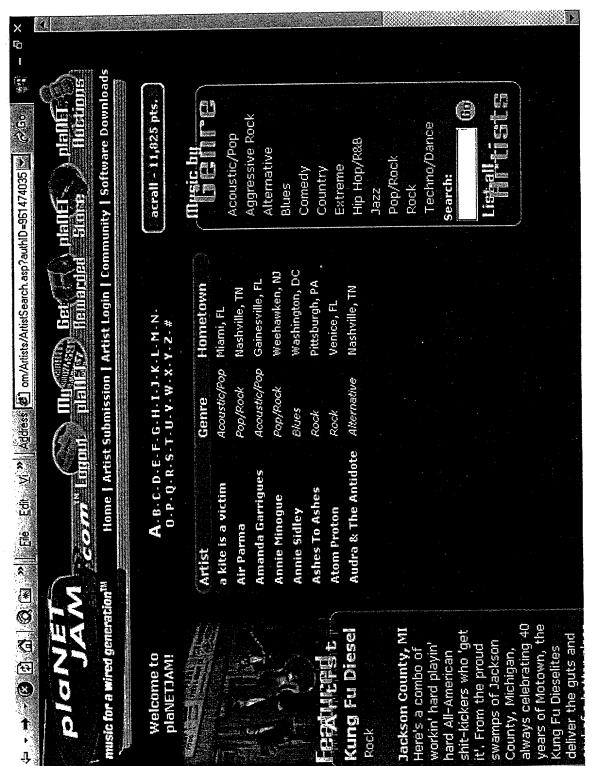


Fig. 48(A)

Fb Home | Artist Submission | Artist Login | Community | Software Downloads acrall - 4,700 pts. Aggressive Rock Etit Vi ** | Address 본 mbers/MemberUpgrade.asp?authID=961455970학 (건요 Fechno/Dance Acoustic/Pop Hip Hop/R&B Alternative Pop/Rock Extreme Camedy Country Blues Rock Jazz **COMINITIONS** INDICES Remarded Strave for interacting with and enjoying the **plaNETJAM** music experience. All this for little more than the price of a Enjoy increased point rewards for interacting Becoming an all access member on plaNETJAM has music community which will provide you with a growing music library, additional site features that allow you to Unlimited access to downloads from the best get close to the artists, and continue to reward you plaNETJAM for the low introductory cover charge of emerging artists. You also become a part of a new It's only a \$20 cover charge to get six months Bid on premium auctions open only to unlimited access to new music from the best CD. You can be one of the first members on with plaNETJAM music and artists plaNETJAM all access members Unlimited Access. III Access Acquistration emerging artists its rewards: music for a wired generationTM years of Motown, the always celebrating 40 How does this site work? Jackson County, MI Kung Fu Diesel shit-kickers who 'qet swamps of Jackson workin' hard playin' Kung Fu Dieselites it'. From the proud Recome an Here's a combo of County, Michigan, hard All-American Rock

Fig. 49

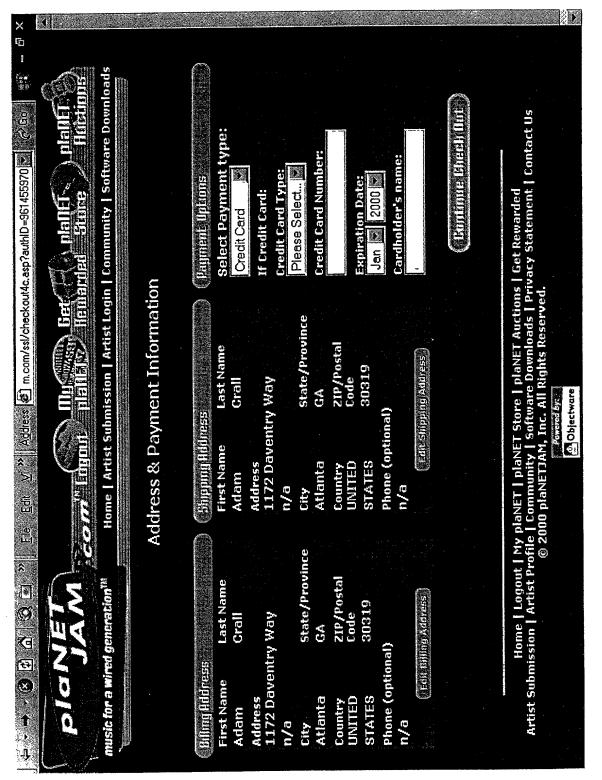


Fig. 50

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Fig. 51

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Fig. 52

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Fig. 53(A)

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Fig. 53(B)

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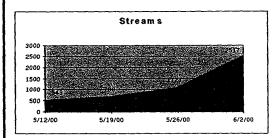
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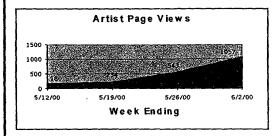


W/E 06/02/2000

		Activiii	y Metrics		
Activity	Week Total	<u>Trend</u>	% Change	<u>Overall</u>	Sites Reporting
Downloads	2,193	+1,004	+84%	4,781	11
Free	2098	+976	+87%	4,552	7
Pay	95	+28	+36%	229	4
Page Views	811	+268	+49%	2,014	8
Streams	2,517	+1,394	+124%	4,883	8
Rate/Reviews	71	+2	+3%	251	4
Avg Rating (1-5)	3.62	-0.19	-5.0%	3.51	6
Email a Friend	45	+11	+32%	125	3
Tourdate Views	21	-1	-4.5%	76	2
Fan Club Adds	46	+27	+142%	102	2

Downloads 2500 2000 1500 1500 456 876 1122 Week Ending □ Free Downloads ■ Pay Downloads





Demographics

Track Rating:(PlanetJam and firstlook reporting-6% of total data represented)

j	Male	2.89	Below 13	2 <i>.</i> 65
1	Female	3.12	14 -17	2.89
			18 -24	3.19
			25 -35	3.14
-			Above 36	3.02

1		
Southeast - 2.99	Mid Atlantic -	3.11
Northeast - 2.96	Midwest -	2.99
Northeast - 2.96 Southwest - 3.04	Mountain -	2.96
Pacific - 3.06		

PlanetJam reporting- 4% of total

Key Demographic
lales Southeast

5 18-24 Males Southeast 1 25-35 Females Northeast & Midwest

CD's sold: (PlanetJAM reporting- 94% of total data represented)

73% purchased by 17-21 yr old girls in SE

Highlights

Featured artist on Vitaminic.com

- Top rated track on firstlook.com
- Added to 15 playlists on riffage.com

"Great riffs...great vocals....great sound...great band" Freeride – garageband.com member

"Dezeray's Hammer is not only a great live band, but the music rocks coming out of my speakers as well."Dave – Riffage.com

Trend - Change from last report % Change - Change from last week

Overall - Total reported since placement Sites Reporting- # reporting specific data